



## Jacksonville Jazz Festival Intercept Survey Report

*May 22<sup>nd</sup>-25<sup>th</sup>, 2014*



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## ***METHODOLOGY***

Total Number of Completes: **555**

Margin of error for the entire sample: +/- **4.1%**

Population: **Adult Attendees at Jacksonville Jazz Festival**

Average Completed Interview Length – **2 minutes**

Field Dates for Survey – **May 23, 2014 to May 25, 2014**

The economic impact survey was conducted at the Jacksonville Jazz Fest in downtown Jacksonville. A total of 8 interviewers and 2 supervisors were used to conduct the intercept surveys. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 55 percent.

To ensure a representative sample, the surveying was conducted from 5 p.m. – 9 p.m. on Friday, 1 p.m. – 9 p.m. on Saturday and on Sunday from 1 p.m. to 8 p.m. Due to rounding, some percentages in the tables below may not equal 100 percent. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

The economic impact data listed below is based off of estimates from the percentage of Jacksonville visitors in the survey and the number of “Experience Jazz” and “All That Jazz” VIP packages, along with the Preferred Seating passes sold at Jazz Fest. The PORL estimated the number of unique individual attendees to the event by comparing the percentage of attendees who purchased each of the Jazz Fest VIP and Preferred Seating tickets in our sample to the total number of Jazz Fest VIP and Preferred Seating tickets sold. By multiplying the number of tickets purchased by the proportion of tickets bought in our sample from each of the ticket holders we were able to estimate that there were approximately 20,000 unique attendees. Of the 20,000 unique individual attendees, we estimated approximately 5,800 visitors were at least somewhat influenced to visit Jacksonville as a result of the Jacksonville Jazz Fest. These unique attendee visitors from outside of Duval County contributed to an economic impact of nearly \$2.83 million. The nearly \$2.83 million economic impact estimation was calculated by capturing the spending habits of this segment of the attendees.

To further put this economic impact estimation into perspective, these event goers averaged staying 1.6 nights in Jacksonville, with 50 percent of all visitors spending at least one night in a hotel/motel. Of the visitors that stayed overnight in Jacksonville, 70 percent stayed in a hotel/motel. By averaging the amount of money spent by these visitors in restaurants, bars, clubs, on groceries, shopping, amusement and attractions, transportation and hotel costs per day, these visitors spent \$148.6 per person per day during their stay.



The economic impact from festivals and events only relates to new money introduced into the local economy by visitors from outside the community. Additionally, only visitors that are motivated to come to the community because of the event can have their economic contributions credited toward the event. Residents who spend money at local events may produce a short-term surge in the economy, but in actuality, this circulation of revenue is internal and would likely have been spent in the community eventually – even if it were spent in a different manner. Below we provide our estimations for direct expenditures from visitors and the overall impact that was based on a festival economic impact multiplier. Money injected into a local economy is like ripples in a pond: the initial splash spreads out across the city and provides benefit even to those who are not explicitly involved in the event.

### **Economic Impact<sup>1</sup>**

	Unique Number of Attendees
Estimated Event Related Commercial Room Nights in Jacksonville	3,000
Average Length of Stay in Commercial Room	2.59
Average Visitor Party Size per Room	2.22
Estimated Number of Visitors Staying in Commercial Lodgings	2,570
Estimated Direct Expenditure <sup>2</sup>	\$1,765,000
Festival Event Multiplier	1.6
Estimated Total Economic Impact <sup>3</sup>	\$2,824,000
Average Event Related ADR	\$117

<sup>1</sup> Multi-day attendees are more likely to get selected for inclusion in the study; as such our estimates are based off of weights calculated to account for the respondents’ disproportionate likelihood of selection.

<sup>2</sup> The direct expenditure was estimated by calculating the total amount of out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.

<sup>3</sup> The total economic impact was calculated using a regional festival event multiplier (1.6).



**Survey Results**

**Are you a resident of Duval County?**

	N = 555
Duval County Resident (includes Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	67%
Visitor	33%

**How many nights in total do you plan to spend in the Jacksonville area on this trip?  
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 172
Mean	1.6
Median	2

**What are your overnight accommodations?  
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 123
Hotel/Motel	70%
Private Home	22%
RV Park/Camping	5%
Renting Apartment or Condo	0%
Other	4%

**How much is your hotel/motel room rate per night?  
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 92
Mean	\$117
Median	\$109

**Including yourself, how many adults are staying in your hotel room?  
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 316
Mean	2.22
Median	2



**What primary mode of transportation did you use to arrive in Jacksonville?  
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 171
Personal Car	88%
Rental Car	2%
Airplane	4%
Train	<1%
Public Transportation	2%
Recreational Vehicle	1%
Other	2%

**What is the primary mode of transportation you are using to get around Jacksonville during your stay?**

**(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 167
Personal Car	71%
Rental Car	5%
Taxi	2%
Recreational Vehicle	<1%
Bus/Skyway/Water Taxi/Public Transportation	3%
Walking	19%

**How much do you estimate that you will spend for yourself alone per day in Jacksonville on Restaurants, Bars, Clubs, etc.?**

**(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 172
Mean	\$64

**How much do you estimate that you will spend for yourself alone per day in Jacksonville on Groceries?**

**(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 172
Mean	\$14

**How much do you estimate that you will spend for yourself alone per day in Jacksonville on Shopping?**

**(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 172
Mean	\$57



**How much do you estimate that you will spend for yourself alone per day in Jacksonville on Amusements and Attractions?**

**(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	N = 172
Mean	\$19

**Would you say that the Jazz Fest event:**

	N = 192
Was the main reason for your visit to Jacksonville	75%
Influenced your visit, but was not the main reason for your visit to Jacksonville	12%
Did not influence your decision to visit Jacksonville	13%

**How many days “have you” or do you “plan to” attend Jazz Fest?**

	Visitors N = 190	Locals N = 363	Everybody N = 553
One Day	58%	61%	60%
Two Days	22%	24%	23%
Three Days	20%	15%	17%

**Because of your experience at Jazz Fest, how likely are you to come to Jacksonville’s downtown area again?**

	Visitors N = 189	Locals N = 360	Everybody N = 549
Very Likely	75%	80%	78%
Somewhat Likely	20%	15%	16%
Somewhat Unlikely	2%	4%	3%
Very Unlikely	3%	1%	2%

**What is your age?**

	N = 534
18 – 24	11%
25 – 44	31%
45 – 64	47%
65 – 80	11%
Above 80	<1%



**Which category best describes your household's yearly income?**

	N = 500
Less than \$23,000	13%
\$23,000 - \$35,000	13%
\$35,000 - \$65,000	32%
\$65,000 - \$95,000	19%
Above \$95,000	23%

**Which category best describes the highest level of education that you completed?**

	N = 539
Less than High School	1%
High School Graduate	13%
Some College	26%
College Graduate	42%
Graduate Degree	18%

**Gender of the respondent**

	N = 555
Male	44%
Female	56%